



'0-60 Seconds iNTELEVISION Commercial Producers'
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STANDARD OPERATING PROCEDURES

HD-TV INFO

In the beginning was analog TV. We watched it happily for 50 years, but new digital TV technology will make analog obsolete.

There are two main advantages of digital TV. It provides a clearer, sharper picture and it has a wider display much like a theatre. High definition television (HDTV) monitors can produce up to 6 times more picture detail because they receive and display much more data.

HD Digital Signal Source

There are three things involved in getting true HDTV. First, you need a HD digital signal source, which could come from a DVD, your cable company, or even an antennae.

Next, you'll need a digital tuner. It can be a separate set-top box or built into the receiver. Finally, you'll need a HD digital monitor. What you see will only be as good as the weakest component.

What is the TV Set's Format?

Next is the set's format. Some are made to the 720p standard and will only produce 720 lines of resolution. Others are designed on the 1080i standard and display 1080 lines. More lines means a better picture...especially on the larger monitors. There are a number of technologies being used in displays. And, more are on the drawing boards. Unless you're a real videophile probably the best way to compare sets is with your own eyes in the store. There's no sense paying for a difference that you can't see.

Compatibility Issues

Even if you buy an HDTV monitor you will still have compatibility issues. For some time to come, the monitor will need to be able to produce a picture from an analog signal, for instance your VCR or video game. That means you'll need composite, S-video and component video jack inputs.

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